



UNIVERSITY®

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

MMD 1013 – MOBILE APP DESIGN AND DEVELOPMENT
(All sections / Groups)

07 MARCH 2020
09.00 AM - 11.00 AM
(2 Hours)

INSTRUCTION TO THE STUDENT

1. This Question paper consists of 2 pages including cover page with 5 Questions only.
2. Answer **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

Question 1

- a. What is the definition of a Mobile Application? (8 marks)
- b. What is the meaning of the term “native mobile application”? (5 Marks)
- c. Describe and give examples on the parameters of native applications. (12marks)

(Total = 25 marks)

Question 2

- a. Explain the term ‘usability’ in the context of mobile application.? (16 marks)
- b. Explain the two factors for benchmarking in considering the mobile applications successful rate. (9 marks)

(Total = 25 marks)

Question 3

List down and explain 6 factors that could lead to the failure of a mobile application
(25 marks)

(Total = 25 marks)

Question 4

List down and explain the 6 User Interface Principle used when designing or developing a mobile application. (25 marks)

(Total = 25 marks)

Question 5

- a. What is Industry Revolution 4.0 (I.R.4.0)? (5 marks)
- b. List down and describe 5 different types of mobile context for mobile application. (20 marks)

(Total = 25 marks)

End of Paper